



# **NEWS RELEASE**

## **COUNCIL PRESIDENT SCOTT PETERS**

### **First District**

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**For Immediate Release**

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### **New Speed Signs Improve Safety on Busy Del Mar Heights Road**

SANDIEGO -- Today Council President Peters joined residents of Del Mar Heights for the launch of a traffic calming program at one of the neighborhood's busiest intersections, at Del Mar Heights Road and Durango Street.

In response to concerns voiced by residents about excessive speed on Del Mar Heights Road and the dangers posed to pedestrians and cyclists, Council President Peters asked the City's Traffic Engineering Department to evaluate whether the area qualified for traffic calming measures. Once the area was approved for V-Calm signs, the Torrey Pines Community Planning Board quickly approved the project and designated location.

The signs on westbound and eastbound Del Mar Heights Road at Durango Drive operate from 6:00 a.m. to 10:00 p.m. and are powered by an on-site solar source. The digital display signs are blank until drivers pass at speeds higher than the posted speed limit of 40 miles per hour. The signs flash the number of the actual speed to warn drivers to slow down if speed exceeds 60 mph.

Peters reminded drivers to be mindful of their speed while traveling through a residential area. "I know it can be tempting to shave a few minutes off of your commute by speeding on this busy road," Peters said. "But that convenience is not worth the life of a cyclist or pedestrian. We must all work together to make our community a safe place for everyone."

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